

## LAUNCHING A WEB SITE USING A PERSONAL DEVICE

### ABSTRACT OF THE DISCLOSURE

A method of displaying a web page to a user. A triggering device (2500) is provided having a unique code associated therewith, the unique code associated with a remote location on a network of the source of the web page. The unique code is transmitted from the triggering device (2500) to an interface system (302), which interface system (302) is disposed on the network (306) at a triggering location. Location information associated with the unique code is then retrieved from a database (1614 or 310), the location information corresponding to the location of the web page at the remote location (312) on the network (306). In response to retrieving the location information, the interface system (302) connects to the remote location (312). The web page corresponding to location information of the remote location (312) is then presented to the user via the interface system (302).